2 HOUR PARKING 8AM to 6PM
NO PARKING 10AM to 12NOON STREET CLEANING
NO PARKING BEYOND THIS POINT
NO PARKING DURING SCHOOL HOURS

Life just isn't that simple anymore.

Today, people want a great tasting cigarette. They also want that cigarette to be low in "tar" and nicotine.

To make a cigarette that does both is not a simple job.

But nothing's simple anymore.

And we knew that. That's why we were prepared to concentrate our time, our experience, our technical knowledge into making just such a cigarette.

Multifilter.

Through a very intricate blending process and a most modern filtering system, we've managed to lower the "tar" and nicotine content and still give you a cigarette that tastes like a cigarette with full rich flavor for you to enjoy.

And you'll know it yourself the minute you taste...

Benson & Hedges

Multifilter

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

13 mg. "tar," 0.9 mg. nicotine, av. per cigarette, FTC Report, Mar. '74.

00707-00034
"Parking"
PAGE (81)
Time Magazine 1974
Wells, Rich, Greene, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/glxn0003

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